

“Defining Parcel Data Value” ***Supplement to MetroGIS Defining Values Study***

Purpose/Objective:

Supplement Professor Bryson's “Defining Values” research to gain more insight into actual uses and values of parcel data and also establish clearer business needs for identifying uses and values of the MetroGIS Regional Parcel Dataset. The focus arises from discussions with advisors to the QPV project following the realization that existing accounting and documentation fails to offer insights into the value arising in the use of data.

Relationship to Original QPV Study Objectives:

From partial results from the GITA ROI study conducted by for MetroGIS by W4Sight and subsequent discussions with the QPV advisory team, we know that strong evidence of value arising from the sharing of geographic information is crucial to policy makers. We have also discussed the benefits of having more specific information about actual uses and values. The Defining Values research that Professor Bryson is undertaking addresses the matter of value to policy makers and can also cover some aspects of actual uses and values. This proposed Defining Parcel Data Value study would supplement Professor Bryson's “Defining Values” research to gain more insight into actual uses and values and also establish clearer understanding of the role of parcel data in spatial business needs as an input for future discussions about parcel data. These results also will hold relevance for discussions about all eight MetroGIS endorsed regional datasets.

Process/Method:

This proposed supplemental study will consist of 14 - 18 questions on use and value of MetroGIS Regional Parcel Dataset to support functions of their respective organizations. Participants would complete the survey on line. The survey would be constructed using Survey Monkey. An invitation to complete the survey would be distributed through two channels - the 500+ individuals contained in MetroGIS's contact list affiliated with an organization that serves the seven-county, Minneapolis-St. Paul metropolitan area and also to the individuals on the Mn GIS/LIS list server affiliated with the metropolitan area.

Three types of questions would be asked of respondents:

- 1) Their background, role, and the sector of the agency/company they work for.
- 2) Questions about their use of parcel data. What is the frequency of access from another organization? Do they process the data further? How frequently is it used? Do they share it within the organization? Do they share it outside the organization? Which business needs does parcel data help fulfill? What proportion of your organization's work involves parcel data?
- 3) If and how they are able to assess value of using data produced by others to their organization through qualitative and quantitative measures. Can they assign a monetary value to their use of parcel data? How do they determine it? Can they determine the costs of accessing and processing parcel data? If so, what are they?

Support:

Francis Harvey, Research Coordinator, MetroGIS QPV Study

Timeframe:

Begin 8/29/11 with completion by 12/1/11

Cost:

\$2,000 (40 hours at \$50/hr). This cost was anticipated in the revised budget approved by the FGDC last March.